

ORDER



KLAS

Orders	Order / Rev:	37542
	Alt Order #:	08878962
	Product Desc:	OBAMA/P/D
	Estimate:	2002
	Flight Dates:	10/09/12 - 10/15/12
	Original Date / Rev:	10/08/12 / 10/11/12
	Order Type:	GENERAL

Primary AE:	Mike Jones
Sales Office:	K-WAS
Sales Region:	National

Agency	Name:	GMMB
	Buying Contact:	
	Billing Contact:	
		1010 Wisconsin Ave NW
		Washington, DC 20007

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Obama, Barack D-President
	Demographic:	A35+
	Product Codes:	PO1
	Priority:	LV2
	Revenue Codes:	AGY, POL, CAND

New Business Thru: _____
Order Separation: 00:15:00
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

Totals

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/15/12	17	\$29,950.00	\$25,457.50	October 2012	17	\$29,950.00	\$25,457.50	0.00
					Totals	17	\$29,950.00	\$25,457.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Mike Jones Start Of Order - End Of Order 100%

Order Share	Share	Total
KLAS	30%	\$29,950.00
Market	100%	\$99,833.33

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$24,958.33
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$4,991.67
KVWB	0%	\$0.00
LV1	0%	\$0.00
LINKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount		
E	1	8	10/09/12	10/15/12	CBS	This Morning	7-9a	CM	7-9a		MTWTF--	:30	1	\$135.00	LV4	0.00	NM	0	\$0.00
CBS THIS MORNING																			
Start Date 10/09/12 End Date 10/15/12 Weekdays MTWTF-- Spots/Week 1 Rate \$135.00 Rating 0.00																			
Week:	10/09/12	10/15/12	MTWTF--																
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>				<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	8	10/09/12-10/15/12	CBS This Morning	7-9a			7-9a			MTWThF----	:30	(\$135.00)	0.00	NM					

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Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount											
E 12	8	10/09/12	10/15/12	8 News Now	11p M-F	CM	11-1135p		MTWTF--	:30	1	\$500.00	LV3	0.00	NM	1	\$500.00											
8 News Now 11p M-F																												
8 NEWS NOW AT 11PM																												
E 13	8	10/13/12	10/14/12	8 News Now	11p	Sa/SuCM	11-1135P		-----SS	:30	1	\$400.00	LV2	0.00	NM	1	\$400.00											
8 News Now Sa/Su 11p																												
8 NEWS NOW AT 11PM-WKND																												
<table border="1"> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 10/08/12</td> <td>10/14/12</td> <td>-----SS</td> <td>1</td> <td>\$400.00</td> <td>0.00</td> </tr> </tbody> </table>																	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 10/08/12	10/14/12	-----SS	1	\$400.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																							
Week: 10/08/12	10/14/12	-----SS	1	\$400.00	0.00																							
N 14	8	10/12/12	10/12/12	Fri	8-9p	CM	8-9p		----F--	:30	1	\$5,500.00	LV1	0.00	NM	0	\$0.00											
CSI: NY																												
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																							
Week: 10/08/12	10/14/12	----F--	1	\$5,500.00	0.00																							
Spot	Ch	Date Range	Description				Start/End Time		Weekdays	Length		Rate	Rtg	Type														
1	8	10/08/12-10/14/12	Fri 8-9p				8-9p		-----F-----	:30		(\$5,500.00)	0.00	NM														
Credited [due pgm chg]																												
N 15	8	10/09/12	10/12/12	8 News Now	4-5a	CM	4-5a		-TWTF--	:30	2	\$50.00	LV2	0.00	NM	2	\$100.00											
8 News Now 4-5a																												
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																							
Week: 10/08/12	10/14/12	-TWTF--	2	\$50.00	0.00																							
N 16	8	10/11/12	10/11/12	Thu	10-11p	CM	10-11p		---T---	:30	1	\$8,000.00	LV1	0.00	NM	1	\$8,000.00											
Person Of Interest																												
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																							
Week: 10/08/12	10/14/12	---T---	1	\$8,000.00	0.00																							
N 17	8	10/14/12	10/14/12	Sun	4-5P Elec Playgrnd	CM	4-5p		-----S	:30	1	\$615.00	LV1	0.00	NM	1	\$615.00											
4-5p Electric Playgrnd 2x																												
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																							
Week: 10/08/12	10/14/12	-----S	1	\$615.00	0.00																							
N 18	8	10/15/12	10/15/12	8 News Now	5-630p M-FCM	5-630p		M-----	:30	1	\$500.00	LV2	0.00	NM	1	\$500.00												
8 News Now 5-630p M-F																												
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																							
Week: 10/15/12	10/21/12	M-----	1	\$500.00	0.00																							
N 19	8	10/15/12	10/15/12	8 News Now	4-5a	CM	4-5a		M-----	:30	1	\$20.00	LV4	0.00	NM	1	\$20.00											
8 News Now 4-5a																												
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																							
Week: 10/15/12	10/21/12	M-----	1	\$20.00	0.00																							
N 20	8	10/12/12	10/12/12	Fri	9-10p	CM	9-10p		----F--	:30	1	\$5,500.00	LV1	0.00	NM	1	\$5,500.00											
CSI: NY																												
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